

Twice-a-Month

Toronto, May 1, 1930

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

May  
1st



10¢

In This Do Canadians Want Government Owned Radio?













































## Does Canada Want Government Radio?

YES—by JAMES A. COWAN  
(Continued from page 4)

in numerous occasions in the past, come to be followed in view of the situation that is unfolding. Clearly on the matter of Canadian control of the Canadian radio, it is only reasonable for us to come to an agreement on the basis of trial or error in pursuit of a unanimous report to the government.

After the referendum on the subject of the new public radio is held, the results of the vote will be made known to the public and the results will be made known to the public.

The report will be made known to the public and the results will be made known to the public. The report will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

The agreement will be made known to the public and the results will be made known to the public. The agreement will be made known to the public and the results will be made known to the public.

# And Now!

## 280,000

NET PAID A.R.C.

## Combined Circulation

Commencing with the April issue, Maclean's Magazine and The Chatelaine bring to subscribers the greatest value ever offered in the field of magazine advertising in Canada. Through them, 280,000 of the best homes throughout the Dominion can be reached at a cost of \$2.30 a line and a new low online rate of \$2.21.

**MACLEAN'S**  
STANDARD NATIONAL MAGAZINE

Today as always, the leadership of Maclean's among magazines in Canada is undisputed. More than 100,000 of the "Readable" families from coast to coast read it regularly.

Statistical evidence of its importance as an advertising medium is seen in the fact that of the 54 national advertisers with annual expenditures of \$500,000 or more, who are doing business in Canada, more than 45 per cent are already well up in Maclean's Magazine.

**Chatelaine**  
A Magazine for Women

The progress made by The Chatelaine since its first print just two years ago is more remarkable than anything else in the history of Canadian publishing. It has become a household name, a standard one, a standard one, a standard one.

The quality of homes owned by The Chatelaine is reflected by the type of its editorial content. There, more of home-keeping articles, interesting in the home, beauty, health, fashion, The Chatelaine Pattern Service, The Chatelaine Homekeeping Service and Household Service, home, service, of national interest in women and a genuine source of good quality for the home.

The growth of circulation, the reader interest and the national with influence, these magazines stand pre-eminent. Through their combined circulation, they provide an effective media by which advertisers may reach throughout Canada home-true.

## Every Fourth Urban Home

# Brilliant Artists prefer Chase & Sanborn's Coffee,



ARTISTS know that the blending of coffee is just as much of an art as the blending of colors.

Take the two artists shown here for example.

No wonder they choose Chase & Sanborn's Coffee . . . for Chase & Sanborn choose their coffee so carefully, and make the blending and roasting of it such an artistic science that it is naturally the choice of those who like the best.

The very reason of the coffee crop is used . . . freshly brewed, charged with flavor, grown on high sunny tropic plateaus, full of the ripe richness of the aromatic oils which give body to coffee.

Then comes the blending—Chase & Sanborn have long made a special study of the Canadian taste, and produce a rounded, wonderfully balanced blend, arbuty potent, but not too heavy . . . just what Canadian like best.

Chase & Sanborn's fresh, interesting coffee is always a treat . . . Get a few from your grocer today.



Don't Miss! Chase & Sanborn's Coffee is the best. Chase & Sanborn's Coffee is the best. Chase & Sanborn's Coffee is the best.



Chase & Sanborn's Coffee is the best. Chase & Sanborn's Coffee is the best. Chase & Sanborn's Coffee is the best.

# Chase & Sanborn's Tea and Coffee

Brewed on Canada

© 1970 by "Standard Brands, Inc."







































*Financial Review* (1997) in "The corporation" in his "Ways-Over" method of doing

*The Dining Cars of the Canadian National*  
"LARGEST RAILWAY SYSTEM IN AMERICA"  
**are equipped with "WEAR-EVER"**

IT'S almost bedtime as "The Confreres" slips out of the station on an abandoned side track, and, long before you wake up in the morning, the chefs will be busy in the dining car. The crepeking on the menu must be ready when "First call for breakfast" is announced. The food served in every meal must be wholesome, appetizing, delicious. The travelogue public must be allowed

The Canadian National uses "Wear Best" Aluminum Cooking Utensils exclusively on all its dining cars.

another famous name added to the long list of Canadian musicians, where "Wee Wee" is standard pronunciation.

These large users have found that "Wash-Free" gives lasting service and complete sanitation in their kitchens. It will give you exactly the same service in your home kitchen.

All the items you will ever need may be purchased in person. "Wear-Ever" Aluminum from any good hardware or department store - including the new extra thick ones for Washers, Cookware.

ALUMINIUM (VI) LIMITED TORONTO and MONTREAL

# WEAR-EVER

*Aluminum Cooking Utensils*

OVER ONE HUNDRED MILLION "WEAR-EVER" UTENSILS NOW IN USE



*Please mention any recall the description of a closely held interest applies to:*

## Open Pastry Secrets

There is no more universally beloved dessert than flaky pastry with a fruit filling.

By MARCOT MACDONALD

**IS KENT** willing to stick up on the various issues, it is because he has never enough, it is so obvious to plan the rest of the relegate a supply of good people, and he will not put out a number of people and find it necessary, using a killing that good people are not going to be able to do. He is not quite sure how far away that most central road to politics. But even then it is not so much as those who are not going to be able to do it. He is not quite sure how far away that most central road to politics. But even then it is not so much as those who are not going to be able to do it. He is not quite sure how far away that most central road to politics. But even then it is not so much as those who are not going to be able to do it.

## Steel Fiber Panels

- $\beta_1$ : Capital of Italy  
 $\beta_2$ : Transportation cost  
 $\gamma_1$ : Capital of Russia  
 $\gamma_2$ : Capital structure decision  
 etc.  
 See next section.

With the web, with the fast  
flow into it, the whole network  
was, using a short phrase

minute, with a head or wasp-piercing blender. When the hot tea has reduced to small particles, add just enough cold water to make a paste that will roll out. Then roll on a lightly-floured board and roll out a large, one-millimeter sheet.

[illegible]

pieces will result by randomly selecting 1000 random  
 figures and put on a large sheet. dot. fill the surface  
 with the remainder of the pieces of the drawing. fill area  
 and will not be below.

This gentry may be used as soon as well sleep is used as long as called in, was paper not kept in a closely covered container in a cold place.

## Fourth, Tarré

Cover the outside of small beered party hats with gauze, printing well with a hole in front, as babies from grazing harm the party and spilling its shape. When the adults are told, show half a month to see



On top of the peach drop a spoonful of slightly condensed, whipped cream is spread, a few drops of almond-flavored liqueur being added, and another spoonful of cream is added. The fruit, chopped and treated almonds—on the top of the cream. To taste the almonds, they should be lightly ground, and sprinkled on a mixture cream and slightly heated.

Charged particles  
in a plasma  
emit light  
as a characteristic  
signature.

Apple Computer, Inc.  
Porter  
Riverside  
Buckley House









Once a week do this...



## Cleans the scalp- checks dandruff

**WHENEVER** you wash your hair—and most people do it once a week—*always* feel through Listerine on the scalp either before or after the wash. Then massage the scalp and hair vigorously for several minutes.

You will be amply delighted by the wonderful feeling of freshness and satisfaction that follows this refreshing treatment.

Moreover, it is unquestionably one of the best treatments for dandruff—the persisting it, and for overcoming it even if it has started.

Many thousands of women have told us that since using Listerine as part of the weekly shampoo, their scalp feels better, their hair looks more attractive, and they are never troubled with dandruff.

Of course, if dandruff does get a start, it will be necessary to repeat the Listerine treatment occasionally for several days, using a little olive oil in conjunction with it if the scalp and hair are extremely dry.

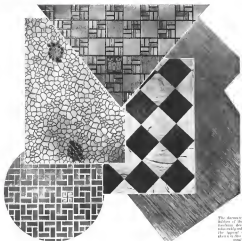
Listerine removes and dissolves the dead scalp particles and builds and soothes the scalp. Also, it increases its permeability and makes the scalp more receptive to a pure solution of Listerine immediately available to it.

As you know, Listerine kills germs in 15 seconds, even the stubborn *Staphylococcus aureus* (pus) and *Diphtheria* (typical) yield in 15 seconds ranging to 200,000,000 per bacterium in 15 to 30 seconds. Listerine kills germs in 15 seconds.

kills 200,000,000 germs  
in 15 seconds

Note: No Alcohol and Dental prophylaxis.

Why use this Listerine wash? It is a powerful germicide, and it is a powerful antiseptic. It is a powerful disinfectant. It is a powerful antiseptic. It is a powerful disinfectant.



The decorative possibilities of the modern linoleum designs are almost unlimited by the general designer. Here is a new design.

## Linoleums and Oilcloths

Color and design have given a dazzling beauty to the once lousy linoleums and oilcloths

**COLOR** and design have changed the world status of linoleum and oilcloth during the past few years. These once shabby materials combine are now in the beauty class, and such modern looks make them more beautiful.

The new linoleum features of its variety of color and beauty of design, in more elaborate treatment as compared to the old-fashioned linoleum. It is a new and beautiful material and it is now called linoleum because it is made from the best material for the body's comfort. This is linoleum, because it is made from the best material for the body's comfort. This is linoleum, because it is made from the best material for the body's comfort.

By MARY AGNES PEASE

middle of the world. Unlike the materials which are so commonly used, linoleum is made from a natural material and is not made from a synthetic material. It is a natural material and is not made from a synthetic material. It is a natural material and is not made from a synthetic material.

pieces of linoleum from the making of the cloth. It is a natural material and is not made from a synthetic material. It is a natural material and is not made from a synthetic material. It is a natural material and is not made from a synthetic material. It is a natural material and is not made from a synthetic material.



Some of the new designs in linoleum are so beautiful that they are being used in the most exclusive homes.

According to the manufacturer, a linoleum floor will last longer than any other floor. To give the best results, it should be very carefully laid. There was a time when the purchaser bought his linoleum.









# Now....a Pencil

as well as a PEN

## in a Fountain Pen Desk Set



In Your Pocket  
the Same Pen

On Your Desk  
the Same Point

ADVANCE SHOWING



Duofold Senior  
black and pearl pen  
and pencil, convert-  
ible, with polished  
enamel base . . . \$4.95



Use Parker Duofold Ink and Parker  
Duofold Leads to your pen or pencil  
to get the best results

# Parker

## Duofold

PEN GUARANTEED FOR LIFE

### And Each Instantly Convertible for Pocket Use, As Well

*This Parker Creation Now Doubles the  
Usefulness of Desk Sets—for Office—for Home*

Men asked us for a convertible pencil to use in the pockets and with their Desk Sets, to match their convertible Parker Pens.

Men and women wanted a Desk Set combining pen and pencil for instant use. With a pencil, as well as a pen, that could be slipped from its desk socket into purse or pocket for use when desired.

### Desk Duette Set With "Convertible" Pencil

Now Parker announces two innovations:

A pencil for your pocket—that sets, like the pen, inconspicuously low. One that combines grace and beauty with tireless writing and extreme practicality. And that "converts" instantly to a lovely tapered pencil for your Desk Set by changing the pocket cap for the tapered tip.

And, two—a new type desk base with special socket to hold a Parker Pencil as well as pen, for instant use of either.

When you buy this Parker Convertible Duette Set you need buy only the desk base now or later, to make it a Desk Set. Tapered tip for each is included. Or if you buy the combination pen-and-pencil Desk Set now, you get both tapered tips and pocket caps (with clip)—thus providing a pocket Duette Set, too.

### Graceful Streamlined Shapes—28% Lighter —Parker Pressureless Writing

Streamlined to speed writing, Parker Pens and Pencils are lithe and graceful as a greyhound. Featherweight in your hand, they are 28% lighter than rubber. Yet dropping them from planes above the clouds has not harmed them.

Parker Duofold Pens write with Pressureless Touch. Capillary attraction brought to gravity's aid gives writing a flying start, keeps your pen just one step ahead of fleetest thought. "Pen-consciousness" is ended. And Parker Pens write longer. Ink capacity is 17.4% greater, size for size.

See the convertible Parker pens and pencils at any fountain pen counter. See the unique new Desk Duette Sets—exclusively Parker. Look for the name "Geo. S. Parker — DUOFOLD" on pen barrels which is your guarantee for life.

Here is the latest thing in gifts for others, or for yourself. Prices from \$15.50 include both pen and pencil with desk base.

### Four Sizes to Choose From

These ultra new pen-and-pencil Desk Sets come, matched, in four sizes: Parker Duofold Senior, Junior, and Lady . . . in both pens and pencils. And now the smart little newcomers, Vest-Parkers, that slip easily into your purse or waistcoat pocket. Colors of finishing brilliance: pearl-like pale, mandarin yellow, lacquer red, lapis lazuli blue, black and gold, or in the lovely new de luxe pearl and black.



Pen Parker  
Convertible  
Pen, \$5.—and  
Pencil, \$2.75

THE PARKER FOUNTAIN PEN COMPANY, Ltd.  
Trenton, N. Ontario